Rep Order# 9803217 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 08/24/2012 8:11 AM
EC'd No **Last Received:** 08/23/2012 5:25 PM
Showing Buylines: All Lines

52741

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1562
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

**********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week		# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	530A-6A	GD MRN CIN@530	:30	$950.00	09/27-09/27	1	P1	1	1	$950.00	
	2	M	530A-6A	GD MRN CIN@530	:30	$750.00	10/01-10/01	1	P2	1	1	$750.00	
	3	F	6A-630A	GD MRN CINN@6	:30	$1,000.00	09/28-09/28	1	P1	1	1	$1,000.00	
	4	TU	630A-7A	GD MRN CINN@6	:30	$1,000.00	09/25-09/25	1	P1	1	1	$1,000.00	
	5	W	7A-730A	CBS THS MRNG-1	:30	$600.00	09/26-09/26	1	P1	1	1	$600.00	
	6	F	7A-730A	CBS THS MRNG-1	:30	$600.00	09/28-09/28	1		1	1	$600.00	
	7	TU	9A-10A	DOCTORS	:30	$450.00	09/25-09/25	1	P2	1	1	$450.00	
	8	TH	9A-10A	DOCTORS	:30	$450.00	09/27-09/27	1		1	1	$450.00	
	9	M	11A-12P	PRICE-RT 1-CBS/PRICE-RT 2-CBS	:30	$1,600.00	10/01-10/01	1	P1	1	1	$1,600.00	
	10	W	12P-1230P	LOCAL12 NWS-NN	:30	$1,600.00	09/26-09/26	1	P1	1	1	$1,600.00	
	11	M	12P-1230P	LOCAL12 NWS-NN	:30	$1,200.00	10/01-10/01	1	P2	1	1	$1,200.00	

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU	130P-2P	BOLD&BEAUTIFUL	:30	$900.00	09/25-09/25	1 P1	1	1	$900.00	
	13	TH	2P-3P	TALK-CBS	:30	$650.00	09/27-09/27	1 P2	1	1	$650.00	
	14	F	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	$600.00	09/28-09/28	1 P2	1	1	$600.00	
	15	M	430P-5P	LOCAL12 NW-430	:30	$1,200.00	10/01-10/01	1 P1	1	1	$1,200.00	
	16	TU	5P-530P	LOCAL12 NEWS-5	:30	$1,600.00	09/25-09/25	1 P1	1	1	$1,600.00	
	17	F	5P-530P	LOCAL12 NEWS-5	:30	$1,600.00	09/28-09/28	1	1	1	$1,600.00	
	18	TH	6P-630P	LOCAL12 NEWS-6	:30	$1,800.00	09/27-09/27	1 P2	1	1	$1,800.00	
	19	W	7P-730P	INSIDE EDITION<	:30	$1,400.00	09/26-09/26	1 P2	1	1	$1,400.00	
	20	TH	730P-8P	ENT TONIGHT 30<	:30	$1,400.00	09/27-09/27	1	1	1	$1,400.00	
	21	W	1135P-1235A	D LETTRMAN-CBS<	:30	$750.00	09/26-09/26	1	1	1	$750.00	
	22	M	1135P-1235A	D LETTRMAN-CBS<	:30	$750.00	10/01-10/01	1	1	1	$750.00	
	23	F	1235A-135A	LT-FERGUSN-CBS<	:30	$400.00	09/28-09/28	1 P1	1	1	$400.00	
	24	TU	430A-5A	GD MRN CIN@430	:30	$150.00	09/25-09/25	1	1	1	$150.00	
			Buyline Comment: UPDATED 8/14									
	25	SA	730A-8A	LOCAL12NW-SA 7	:30	$550.00	09/29-09/29	1	1	1	$550.00	
	26	SU	10A-1030A	SUNDAY MRN-CBS	:30	$1,500.00	09/30-09/30	1	1	1	$1,500.00	

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---REPORT TOTALS---

Report Totals: 26 / $25,450.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / $19,950.00 Oct 12: 5 / $5,500.00

Sales Totals: 26 / $25,450.00

Station Totals: 26 / $25,450.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$90,893	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books	null
Demos	RA35+

Spot Manager: All, 09/25/12-10/01/12

NEWPORT

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52741												
Line: 1												
09/27/12	Thursday		:30	$950.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$950.00							1	
Line: 2												
10/01/12	Monday		:30	$750.00		5a Billboard	(5:30:00 AM-6:00:00 A	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$750.00							1	
Line: 3												
09/28/12	Friday		:30	$1,000.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,000.00							1	
Line: 4												
09/25/12	Tuesday		:30	$1,000.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,000.00							1	
Line: 5												
09/26/12	Wednesday		:30	$600.00		CBS This Morning	(7:00:00 AM-7:30:00 A	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$600.00							1	
Line: 6												
09/28/12	Friday		:30	$600.00		CBS This Morning	(7:00:00 AM-7:30:00 A	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$600.00							1	
Line: 7												
09/25/12	Tuesday		:30	$450.00		M-F 9a-10a	9:00 AM-10:00 AM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$450.00							1	
Line: 8												
09/27/12	Thursday		:30	$450.00		M-F 9a-10a	9:00 AM-10:00 AM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$450.00							1	
Line: 9												
10/01/12	Monday		:30	$1,600.00		The Price is Right	11:00 AM-12:00 PM	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,600.00							1	
Line: 10												
09/26/12	Wednesday		:30	$1,600.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,600.00							1	
Line: 11												
10/01/12	Monday		:30	$1,200.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$1,200.00							1	
Line: 12												
09/25/12	Tuesday		:30	$900.00		Bold & the Beautiful	1:30 PM-2:00 PM	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$900.00							1	
Line: 13												
09/27/12	Thursday		:30	$650.00		The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12

NEWPORT

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52741												
Line: 13												
				$650.00							1	
Line: 14												
09/28/12	Friday		:30	$600.00		Let's Make a Deal	3:00 PM-4:00 PM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$600.00							1	
Line: 15												
10/01/12	Monday		:30	$1,200.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,200.00							1	
Line: 16												
09/25/12	Tuesday		:30	$1,600.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,600.00							1	
Line: 17												
09/28/12	Friday		:30	$1,600.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,600.00							1	
Line: 18												
09/27/12	Thursday		:30	$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$1,800.00							1	
Line: 19												
09/26/12	Wednesday		:30	$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$1,400.00							1	
Line: 20												
09/27/12	Thursday		:30	$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$1,400.00							1	
Line: 21												
09/26/12	Wednesday		:30	$750.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$750.00							1	
Line: 22												
10/01/12	Monday		:30	$750.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO	1562	P-2	1	MWASH
				$750.00							1	
Line: 23												
09/28/12	Friday		:30	$400.00		Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$400.00							1	
Line: 24												
09/25/12	Tuesday		:30	$150.00		430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$150.00							1	
Line: 25												
09/29/12	Saturday		:30	$550.00		6a-8a Local 12 News Sa	(7:30:00 AM-8:00:00 A	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$550.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12

NEWPORT

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52741												
Line: 26												
09/30/12	Sunday		:30	$1,500.00		CBS Sun Morning	(10:00:00 AM-10:30:0(	PRIORITIES USA ACTIO	1562	P-1	1	MWASH
				$1,500.00							1	
				$25,450.00							26	
				$25,450.00							26	
				$25,450.00							26	
				$25,450.00							26	
				$25,450.00							26	

[Filtered by:] [Sorted by: Station]